Desired Community Condition(s)

Residents are healthy and have access to health care, mental health care, and recreation.

Program Strategy: PROVIDE QUALITY RECREATION

45503

Support the community by providing quality recreational opportunities for youth, adults and families.

Department: PARKS AND RECREATION

Service Activities

Provide Strategic Support to Recreation

Provide Sports, Tennis & League Play Services

Aquatic Services

Provide Outdoor and Alternative Recreational Services

Strategy Purpose and Description

The mission of providing quality recreation is to provide a variety of affordable quality recreational opportunities for the youth, adults and families of Albuquerque, visitors to our City, and surrounding communities.

Affordable access to programming is necessary to insure recreational opportunities for all income levels, particularly for those less able to pay for programs available in the commercial market. To illustrate this opportunity consider the City's Outdoor Recreation Programs. Without the City's effort and investment in pools, ballfields, tennis courts and programming, can each income level in our community afford commercial opportunities. Commercially outdoor recreational opportunities requires an investment to join a club or travel. Many cannot afford to pay the fees associated with either. The Programs within the City's Recreation Services Division provides this balance and opportunity for all income levels to participate. In some circumstances youth may never again have the opportunity to participate in an outdoor adventure such as camping or fishing.

Commonality of Purpose: The commonality of purpose is to insure all members of the family have opportunities to participate in recreational activities that foster stable families, promote health and just as important encourage FUN. Programs that foster stable families allow the family to participate together. Participation may include playing next to a family member or supporting that person as a spectator. Consider the sports program, a program of sports leagues offered to teens and adults 16 and older. One statistic in the 2000 Recreation Survey indicates that the bigger the family is the more often they are to play, supporting the notion that the family that plays together stays together. Weekday evenings and weekends are filled with spectators and picnickers enjoying league play activities at all City facilities.

Primary Customers: The primary customers of Recreation include youth, adults, seniors and families. It is Recreation's mission to provide customers opportunities to participate in programs that foster stable families. Recreation also provides opportunities to those less able to afford commercial opportunities. Facilities and programs are provided at fees that all can afford, including those that are offered at no charge.

Current State of Customer Conditions: Customers engaged in Recreation programs come from all income levels and age levels from the very young to the very old. They have an interest in sustaining the family by participating for health, fitness, training, competition, fulfillment of job requirements, education, socialization, recreation and yes, even FUN.

Which Customer Conditions are Being Met: By coordinating efforts within the Parks & Recreation Department and using resources of other Departments, Recreation addresses the conditions by offering specific programs in each of the service activities (Aquatics, Outdoor & Alternative Recreation, Sports/Tennis & League Play) that meet the needs and interests of customers. From exercise to competition, education to play, each program takes into consideration public desires and makes every effort to meet that demand.

Changes and Key Initiatives

The Quality Recreation strategy will continue to use Federal pass through State grants for bicycle safety education programs. Services will include offerings to youth and adults that will teach safe and proper operation of bicycles for both recreation and transportation purposes.

Efforts will be made secure softball opportunities for teams using the private Sportsplex which closed in 2003.

Planning will begin for the 2005 CIP process. Efforts will be made to update aging facilities at pools, ballfield complexes and tennis courts.

Priority Objectives

2005

Fiscal Year Priority Objectives

OBJECTIVE 11. □ Publicize access to free days at Explora, the BioPark and City swimming pools for low

income children and families; track and report on attendance at each facility at mid-year and year-end to determine the effectiveness of the publicity when compared with attendance previous to new publicity.

Input Measure (\$000's)

| 2001 | 110 | 110 GENERAL FUND | 3,802 |
|------|-----|------------------------------|-------|
| 2002 | 110 | 110 GENERAL FUND | 3,748 |
| 2003 | 110 | 110 GENERAL FUND | 3,218 |
| 2003 | 265 | 265 OPERATING GRANTS FUND | 93 |
| 2004 | 110 | 110 GENERAL FUND | 3,540 |
| 2004 | 265 | 265 OPERATING GRANTS FUND | 99 |
| 2005 | 110 | 110 GENERAL FUND | 3,945 |
| 2005 | 265 | 265 OPERATING GRANTS FUND | 74 |

| Strategy Outcome | Measure | Year | Project | Mid Year | Actual | Notes |
|---|--|------|-----------|----------|-----------|---|
| Provide a variety of affordable, quality recreation programs to | Outcomes will measure participation in age categories: | 2001 | | | see notes | 0-19 473,113 adults 20 & up 514,302 seniors 62 & up 45,622 |
| meet an increasing public demand. | 0-19 | | | | | |
| | adults 20 & up | | | | | |
| | seniors 62 & up | | | | | |
| | | 2002 | NA | | see notes | 412,285 for youth ages 0-19 457,157 for adults ages 20-61 40,447 for seniors ages 62 and up Participation is a duplicated calculation, example: if a patron pays for a daily admission today, and returns to pay a daily admission tomorrow, that same person is counted both times. |
| | | 2003 | NA | | | |
| | | 2004 | NA | | | |
| | Outcomes will measure participation in age categories: | 2005 | See Notes | | | 0-19 365K 19-61 415K over62 60K |
| | 0-19 | | | | | |
| | adults 20 & up | | | | | |
| | seniors 62 & up Outcomes measured in thousands | | | | | |

Parent Program Strategy: PROVIDE QUALITY RECREATION

Department: PARKS AND RECREATION

Service Activity: Provide Strategic Support to Recreation

4530000

Service Activity Purpose and Description

The services provided by Strategic Support include:

- 1. Disseminating program information to the general public by answering program questions and providing schedules.
- 2. Coordinates the effort to promote Recreation programs and includes public relations, coordinating preparation of flyers, brochures, schedules and the Recreation website. This section coordinates use of GOV TV, the Community Calendar and news releases. Responding to customer concerns is an integral part of service delivery.
- 3. Human resources (HR) support personnel; this includes hiring, payroll, and processing the necessary HR paperwork (transfers, salary changes, terminations etc.).

Customers include the general public, program participants, potential program participants and employees within the Recreation Division. During the busy summer season, Recreation Services has a work force of over 300 employees (the largest in Parks & Recreation). This young work force includes lifeguards, tennis instructors, maintenance personnel, cashiers, recreation leaders, etc.

Customers have an interest in recreation programs and expect a trained workforce to answer those details about the diverse programming effort in Recreation. Questions range from schedules to managing the safety of their children. Recreation employees expect prompt and accurate processing of their employments needs. Each expects to be hired, processed and paid properly.

In Recreation, each customer that calls receives personalized attention by an employee that answers the telephone directly rather than using automation. Customers are provided prompt and courteous information. Schedules are mailed promptly. Information is also being developed and updated via the City's web site.

The Strategic Support employees ensure that the division staff provides quality services within the Council Adopted Budget.

Changes and Key Initiatives

FY05:

- 1. Using the City's web site, Recreation Services is developing and updating the Recreation page to offer citizens current information on programs, fees, locations and contacts.
- 2. Recreation will work with the City CRM initiative to insure effective communication for the citizens in our community.
- 3. Recreation Services will continue its partnership with Senior Affairs. Recreation will also coordinate marketing strategies with Senior Affairs to attract senior participants to recreational opportunities. Planning the 2005/2006 Senior Olympics will be part of the 2005 effort. Planning will include such games as swimming, track and field, and cycling.
- 4. Continue to provide quality services within the Council Adopted Budget.
- 5. Provide a lead role in supporting the 2005 Mayor's Recreation Summit.

Input Measure (\$000's)

| 2002 | 110 | 110 GENERAL FUND | 446 |
|------|-----|------------------|-----|
| 2003 | 110 | 110 GENERAL FUND | 362 |
| 2004 | 110 | 110 GENERAL FUND | 290 |
| 2005 | 110 | 110 GENERAL FUND | 366 |

Strategic Accomplishments

FY04: Accomplishments are listed in each or the Recreation service activities.

FY04: Assisted Senior Affairs Department with preparations for the 2005 and 2006 Senior Olympics.

FY04: Provided quality recreation programs and facilities within the Council Adopted Budget.

| Output Measures | Year | Projected | Mid-Year | Actual | Notes | |
|------------------------------------|------|-----------|----------|--------|-------|--|
| number of GOV TV 16 show promoting | 2001 | | | 4 | | |

-1.15.117-

| 2002 | 8 | | 3 |
|------|---|---|---|
| 2003 | 8 | | 8 |
| 2004 | 8 | 4 | 4 |

| | 2004 | 8 | 4 | 4 | |
|--|------|-----------------|----------|-----------------------------|--|
| Output Measures | Year | Projected | Mid-Year | Actual | Notes |
| number of customers served by phone calls received and schedules mailed | 2001 | | | 36,850 | Printed activity guide schedule for APS K through 8th grade, with various city departments |
| | 2002 | 7,200 | | 19,750 | |
| | 2003 | 7,200 | | not continued in 2003 | This measure was not continued in 2003 |
| Quality Measures | Year | Projected | Mid-Year | Actual | Notes |
| level of satisfaction within the Recreation Division | 2001 | | | 61% | |
| | 2002 | Goal is 75 | | 95.9% | Calculated by totaling question on user survey |
| | 2003 | Goal is 75 | | Survey not conducted | |
| | 2004 | Goal is 75% | | see note | In FY05, a revised Customer Service Survey needs to be prepared to provide updated information concerning public satisfaction levels with the programs. |
| Customer service, evaluate level of satisfaction with services provided by the Recreation Services Division. | 2005 | 75% approval | | | In FY05, a revised Customer Service Survey needs to be prepared to provide updated information concerning public satisfaction levels with the programs. |
| Quality Measures | Year | Projected | Mid-Year | Actual | Notes |
| on-line evaluation system | 2001 | | | NA | Either on-line or document progress, did not pursue process |
| | 2002 | see note | | not done | Either on-line or document progress, process was not done in 2002, will continue in 2003 and document progress. |
| | 2003 | see note | | process not developed | The on line process was not developed in 2003 |

Parent Program Strategy: PROVIDE QUALITY RECREATION

Department: PARKS AND RECREATION

Service Activity: Provide Sports, Tennis & League Play Services

4531000

Service Activity Purpose and Description

Sports, Tennis and League Play Services has three service areas. These areas include:

- 1. Sports Section: provides organized leagues for softball, baseball, flag football and basketball for ages 16 years & up, including seniors. In addition, Sports Services provides programming for youth including a softball league and drop-in volleyball program. Sports uses nine complexes where 21 fields are used for softball/baseball or football. Sports also provide facilities to our community schools both public and private for competition needs. Sports has a maintenance crew in Recreation responsible for maintaining these complexes for Recreation programs as well as for schools and community groups. Recreation crews maintain the skin of the infield playing areas; Park Management maintains the turf and its infrastructure.
- 2. Tennis Section: offers tennis courts open for play at two complexes, the Albuquerque Tennis Complex and Sierra Vista. In addition, neighborhood tennis courts are located at 110 courts locations throughout the City.

League Play Section: schedules and monitors the City park and school locations when fields are used for soccer, rugby, football, little league baseball practice and games. League Play also assists both public and private schools both in the scheduling of City parks for organized play.

The primary customers of Sports, Tennis and League Play include youth, adults, seniors and families. The Sports Section offers programs for ages 16 and older and includes leagues for recreation and the serious competitor. Softball program are offers for coed, females only, high school teens and provides many opportunities for tournaments.

Customers play for competition and simply for the love of sport. The social aspect of participation is as equally important both for the participant as well as the families participating as spectators.

Using City Parks, and through cooperative efforts of Park Management, youth and or adult leagues are provided places for practice and games (for soccer, football, baseball and rugby).

Changes and Key Initiatives

FY05

- 1. Provide opportunities for softball teams at the Sportsplex, a privately owned facility that closed in 2003.
- 2. Secure funding through the State Legislature and the City's GO Bond Program for aging ballfield complexes and tennis courts.
- 3. Begin design on the addition of tennis courts at Arroyo del Oso, plan and design courts.
- 4. Renovation of the Barelas Railroad Ballfields. The programming of the new addition will see its first full season in 2005. Barelas is the City's first 3 field 300 foot complex.
- 5. Recreation Services heavily supported the 2005 Mayor's Recreation Summit.
- 6. Complete the resurfacing/ rebuilding of the Jerry Cline Tennis Courts.
- Continue to provide quality aquatic facilities and programs within the Council Adopted Budget.

Input Measure (\$000's)

| 2002 | 110 | 110 GENERAL FUND | 1,108 |
|------|-----|------------------|-------|
| 2003 | 110 | 110 GENERAL FUND | 1,039 |
| 2004 | 110 | 110 GENERAL FUND | 954 |
| 2005 | 110 | 110 GENERAL FUND | 1,226 |

Strategic Accomplishments

FY04:

- 1. Recreation Services continues to provide quality recreation programs within the Council adopted budget.
- 2. Resurfacing and renovation of Jerry Cline Tennis Courts started in FY04.

|--|

| # of teams using City parks for League Play | 2001 | | | see note | Soccer-1146, Rugby-20, YAFL-102, Baseball-887 |
|--|------|-----------|----------|-----------|---|
| | 2002 | see notes | | see notes | 2001 Soccer-1146, Rugby-20, YAFL Football-102, Little League Baseball-887 |
| | | | | | 2002 Soccer-1076, Rugby-17 YAFL Football-110 Little League Baseball-857 |
| | 2003 | see notes | | 1,199 | Soccer-1146, Rugby-20, YAFL-102, Baseball-887 |
| | 2004 | see notes | 1070 | 1070 | Soccer-1146, Rugby-20, YAFL-102, Baseball-887 |
| | 2005 | 1200 | | | This number includes teams from youth organizations such as soccer leagues, YAFL football, and little league. |
| Output Measures | Year | Projected | Mid-Year | Actual | Notes |
| # of teams participating in Flag Football | 2001 | | | 41 | |
| | 2002 | 47 | | 40 | |
| | 2003 | 47 | | 40 | |
| | 2004 | 44 | 38 | 38 | |
| | 2005 | 44 | | | |
| Output Measures | Year | Projected | Mid-Year | Actual | Notes |
| # of fee paying customers which includes tennis lessons, drop-in, rentals and leagues at the | 2001 | | | see note | Projected 14,500-Tennis Complex, 16, 000-Sierra Vista |
| Albuquerque Tennis Complex and Sierra Vista | | | | | Actual 10,342-Tennis Complex 12,813-Sierra Vista |
| | 2002 | see notes | | see notes | Projected 14,500-Tennis Complex, 16, 000-Sierra Vista |
| | | | | | Actual 11,742 Tennis Complex 10,097 Sierra Vista |
| | 2003 | see notes | | 23,138 | 14,500-Tennis Complex, 16, 000-Sierra Vista |
| Output Measures | Year | Projected | Mid-Year | Actual | Notes |
| # of teams participating in Softball (spring, summer, fall totaled) | 2001 | | | 694 | number includes softball and baseball |
| | 2002 | 770 | | 651 | Output measure includes softball and baseball |
| | 2003 | 770 | | 546 | |
| | 2004 | 635 | 73 | 636 | |
| | 2005 | 746 | | | |

| Output Measures | Year | Projected | Mid-Year | Actual | Notes |
|--|---------------------|---------------|----------|----------------------|--|
| # of teams participating in basketball | 2001 | | | 81 | |
| | 2002 | 88 | | 81 | |
| | 2003 | 88 | | 72 | |
| | 2004 | 73 | 80 | 80 | |
| | 2005 | 85 | | | |
| Quality Measures | Year | Projected | Mid-Year | Actual | Notes |
| participants are satisfied with programming efforts | 2001 | | | N/A | Estimate 75% satisfaction level |
| orogramming enorts | | | | | Did not measure in FY 2001, began and implemented user survey in Fy 2002 |
| | 2002 | see note | | 95.4% | Estimate 75% satisfaction level |
| | 2003 | see note | | Survey not conducted | |
| | 2004 | see note | | | In FY05, a revised Customer Service Survey needs to be prepared to provide updated information concerning public satisfaction levels with the programs. |
| | 2005 | tbd | | | |
| Quality Measures | Year | Projected | Mid-Year | Actual | Notes |
| participants satisfied with fees charged | 2001 | | | N/A | Estimate 60% satisfaction level, not measured in 2001, user survey put in place in FY 2002 |
| | 2002 | see note | | 88% | Estimate 60% satisfaction level |
| | 2003 | see note | | Survey not conducted | |
| | 2004 | see note | | | In FY05, a revised Customer Service Survey needs to be prepared to provide updated information concerning public satisfaction levels with the programs. |
| | | | | | |
| | 2005 | tbd | | | |
| Quality Measures | 2005 Year | tbd Projected | Mid-Year | Actual | Notes |
| participants satisfied with knowledge | Year | | Mid-Year | Actual N/A | Notes Estimate 75% satisfaction level |
| participants satisfied with knowledge and professionalism of program | Year | | Mid-Year | | |
| Quality Measures participants satisfied with knowledge and professionalism of program providers | Year | | Mid-Year | | Estimate 75% satisfaction level Did not meausre in FY 2001, |

| see note | In FY05, a revised Customer Service Survey needs to be prepared to provide updated information concerning public satisfaction levels with the programs |
|----------|---|
| | programs. |

2005 tbd

2004

| Quality Measures | Year | Projected | Mid-Year | Actual | Notes |
|--|------|-----------|----------|-----------|--|
| participants satisfied with maintenance of facilities. | 2001 | | | N/A | Estimate 70% satisfaction level Did not measure in FY 2001, began user survey in Fy 2002 |
| | 2002 | see note | | 72%-85.8% | Estimate 70% satisfaction level |
| | 2003 | see note | | | |
| | 2004 | see note | | | In FY05, a revised Customer Service Survey needs to be prepared to provide updated information concerning public satisfaction levels with the programs. |
| | 2005 | tbd | | | |

Parent Program Strategy: PROVIDE QUALITY RECREATION

Department: PARKS AND RECREATION

Service Activity: Aquatic Services

4533000

Service Activity Purpose and Description

Aquatic services are provided at twelve permanent facilities and 2 portable pools. Five pools operate year round while the 7 remaining pools operate during the summer season only.

Program offerings include:

- 1. Swimming and water polo teams
- 2. Water exercise
- 3. Lap swims, recreational hours and swim lessons
- 4. Lifeguard classes, CPR, first aid, etc.

The West Mesa Aquatic Center offers visitors the latest experience in water play with three slides (one indoor and two outdoor) and a variety of spray features that swimmers actually control. The portable pools are located at Westgate Community Center and Wells Park Community Center.

Customers include youth, teens, adults, seniors and families along with community center groups, private entities that rent pools:

- 1. Day care
- 2. Group homes
- 3. SCUBA groups
- 4. Kayak groups
- 5. Church groups
- 6. Both public and private schools.

Customers in Aquatics participate for fitness, training, health, competition, recreation, socialization, to fulfill job requirements and yes it?s FUN to play at your local pool. Many youth 15 years and older participate in Lifeguarding Classes to satisfy the requirement for lifeguard jobs or for school requirements.

Attempts are made to satisfy all of these conditions by the numerous program offerings at each pool. Attempts are made to offer convenient times for the programming efforts. Teen youth employment is an integral part of the program, hiring 250 youth as lifeguards, cashiers and caretakers.

Programs are offered to reach all income levels as well, quarter night is available at all the indoor pool locations on Friday nights year round and free Sundays are offered at all pools for school age children.

Ditch Safety education is also an integral part of reaching out to the community, the City offers 6,000 free swimming passes distributed by law enforcement and Fire. The program is designed to keep youth swimming in supervised swimming pools as opposed to using the ditches.

Changes and Key Initiatives

FY05: Secure funding from State Legislature and 2005 City's GO Bond Program for the renovation of Los Altos Diving Tank.

FY05

- 1. Begin the construction of West Mesa Aquatic Center Olympic Pool
- 2. Begin the construction of Highland Pool.
- 3. Complete the renovation of Rio Grande Pool.
- 4. Complete the installation of the chlorine system.

2005: Continue to provide quality aquatic facilities and programs within the Council Adopted Budget.

FY05:Publize access to fee days at pools for low income children and families, track and report on attendance at each facility at mid-year and year-end to determine the effectiveness of the publicity when compare with attendance previous to new publicity.

Input Measure (\$000's)

| 2002 | 110 | 110 GENÉRAL FUND | 1,995 |
|------|-----|------------------|-------|
| 2003 | 110 | 110 GENERAL FUND | 1,738 |
| 2004 | 110 | 110 GENERAL FUND | 2,065 |
| 2005 | 110 | 110 GENERAL FUND | 2,201 |

Strategic Accomplishments

FY04: Worked with Department of Municipal development concerning the design and start construction of West Mesa Aquatic Center Olympic Pool.

FY04: Complete design for Highland Pool.

| Output Measures | Year | Projected | Mid-Year | Actual | Notes |
|---|------|-----------|----------|---------|--|
| # of APS students using City Pools | 2001 | | | 43,156 | |
| | 2002 | 35,000 | | 36,213 | |
| | 2003 | 35,000 | | 37,551 | |
| | 2004 | 35,000 | 20,258 | 45,131 | |
| | 2005 | 40,000 | | | |
| Output Measures | Year | Projected | Mid-Year | Actual | Notes |
| # of customers participating in Aquatic Programs | 2001 | | | 399,314 | # does not include APS Students |
| | 2002 | 450,000 | | 387,262 | # is a duplicated count and does not include APS students |
| | 2003 | 450,000 | | 323,448 | |
| | 2004 | 400,000 | 172,893 | 342,735 | Rio Grande Pools was closed in 2004 for renovation Los Altos Pool was closed 3 months in 2004 |
| | 2005 | 400,000 | | | |
| Output Measures | Year | Projected | Mid-Year | Actual | Notes |
| # of lessons sold in Aquatics | 2001 | | | 13,340 | |
| | 2002 | 15,000 | | 11,839 | |
| | 2003 | 15,000 | | 9,719 | |
| | 2004 | 15,000 | 2,481 | 9,232 | |
| | 2005 | 15,000 | | | |
| Quality Measures | Year | Projected | Mid-Year | Actual | Notes |
| participants are satisfied with | 2001 | | | N/A | est. 75% satisfaction level |
| programming efforts | | | | | Did not measure in FY 2001, began user survey in FY 2002 |
| | 2002 | see note | | 95.8% | est. 75% satisfaction level |
| | 2003 | see note | | | |
| | 2004 | 95% | | 86% | In FY05, a revised Customer Service Survey needs to be prepared to provide updated information concerning public satisfaction levels with the programs. |
| | 2005 | see note | | | |

| Quality Measures | Year | Projected | Mid-Year | Actual | Notes |
|---|------|-----------|----------|------------|---|
| participants are satisfied with the | 2001 | | | N/A | est. 75% satisfaction level |
| knowledge and professionalism of program providers | | | | | Did not meause in FY 2001, began user survey in FY 2002 |
| | 2002 | see note | | 86.1% | est. 75% satisfaction level |
| | 2003 | see note | | | |
| | 2004 | see note | | | In FY05, a revised Customer Service Survey needs to be prepared to provide updated information concerning public satisfaction levels with the programs. |
| | 2005 | see note | | | |
| Quality Measures | Year | Projected | Mid-Year | Actual | Notes |
| | 2001 | - | | N/A | est. 60% satisfaction level |
| articipants are satisfied with the naintenance of facilities | 2001 | | | N/A | Did not measure in FY 2001, began user survey in FY 2002 |
| | 2002 | see note | | 83.4-93.9% | est. 60% satisfaction level |
| | 2003 | see note | | | |
| | 2004 | 95% | | 94% | In FY05, a revised Customer Service Survey needs to be prepared to provide updated information concerning public satisfaction levels with the programs and facilities. |
| | 2005 | see note | | | |
| Quality Measures | Year | Projected | Mid-Year | Actual | Notes |
| articipants satisfied with fees | 2001 | | | N/A | est. 70% satisfaction level |
| harged | | | | | Did not measure in FY 2001, began user survey in FY 2002 |
| | 2002 | see note | | 97.1% | est. 70% satisfaction level |
| | 2003 | see note | | | |
| | 2004 | 95% | | 94% | In FY05, a revised Customer Service Survey needs to be prepared to provide updated information concerning public satisfaction levels with the programs. |
| | | | | | |

Parent Program Strategy: PROVIDE QUALITY RECREATION

Department: PARKS AND RECREATION

Service Activity: Provide Outdoor and Alternative Recreational Services

4534000

Service Activity Purpose and Description

Outdoor Recreation Section has two components to the services offered, they are:

Outdoor Recreation: provides non-traditional recreation opportunities that teach life skills in programs such as rafting, kayaking, skiing, fishing and hiking. These life skills include managing risks, confidence building and team building. Many youth that participate in these programs have never had or may never have the opportunity to raft, kayak or hike a mountain.

Bicycle Safety Education Section: provides bicycle rodeos, educational seminars and safety workshops on alternative means of transportation and biking. The program also receives federal funding to promote the education component and alternatives for transportation.

Programs are available for many aspects of the outdoor adventures which change frequently so participants are encouraged to keep in touch regularly with Outdoor Recreation.

Elementary and middle school youth ages are the primary target and classes are included for coed and female only using female instructors and leaders as role models.

Customers in Outdoor Recreation have an interest in the outdoors for recreation, high adventure activities, and an educational value along with health, fitness and transportation. Inner City youth are also targeted at community centers and schools where participating in outdoor adventure is not an option.

Outdoor Recreation is attempting to fulfill the those aspects of interest in the outdoors with programs like bike rides/tours, rafting, kayaking and skiing. The move to high adventure activities is one Recreation believes will attract teenagers with programs like low ropes, kayaking, rafting and climbing.

Bicycle education programs continue with programs such as bike rodeos, flat tire repair, introduction to mountain biking and effective cycling. Those less able to afford these opportunities are also included.

Changes and Key Initiatives

FY05: Seek grants that provide programming for youth.

FY05

- 1. Continue partnership with the Federal Government to target inner City youth for a Wonderful Outdoor World (WOW) camping experience. The partnership provides a trailer with camping equipment and funding.
- Continue to seek sources of funding to supplement City budget for WOW.
- FY05: Manage TEA 21 Grant within Outdoor Recreation Program. Grant provides funding for youth bicycle safety education.
- FY05: Working with the Municipal Development Department complete the design of a westside skate park.
- FY05: Working with Municipal Development Department, assist in completing the design of modular skate parks.

Input Measure (\$000's)

| 110 | 110 GENERAL FUND | 199 |
|-----|---------------------------------|---|
| 110 | 110 GENERAL FUND | 79 |
| 265 | 265 OPERATING GRANTS FUND | 93 |
| 110 | 110 GENERAL FUND | 231 |
| 265 | 265 OPERATING GRANTS FUND | 99 |
| 110 | 110 GENERAL FUND | 152 |
| 265 | 265 OPERATING GRANTS FUND | 74 |
| | 110 265 110 265 110 | 110 110 GENERAL FUND 265 265 OPERATING GRANTS FUND 110 110 GENERAL FUND 265 265 OPERATING GRANTS FUND 110 110 GENERAL FUND 265 265 OPERATING |

Strategic Accomplishments

FY04: Participated in Federal Gov't "Wonderful Outdoor World" (WOW) camping program for inner City youths.

| Output Measures | Year | Projected | Mid-Year | Actual | Notes |
|---|------------------|------------------|-----------------------|------------------------------|---|
| # of bike rodeos offered | 2001 | | | 130 | |
| | 2002 | 130 | | 106 | |
| | 2003 | 130 | | 150 | |
| | 2004 | 130 | 55 | 144 | |
| # of bike events offered | 2005 | 152 | | | |
| Output Measures | Year | Projected | Mid-Year | Actual | Notes |
| # of participants in Outdoor Recreation Programs | 2001 | | | 44,030 | |
| | 2002 | 25,000 | | 35,208 | |
| | 2003 | 25,000 | | 42,604 | |
| | 2004 | 25,000 | 21,977 | 36,940 | |
| # of participants in Outdoor Recreation Programs includes estimates for the skate park. | 2005 | 170,000 | | | |
| Output Measures | Year | Projected | Mid-Year | Actual | Notes |
| estimate the number of users at Skate Park | 2001 | | | 138,295 | # is estimated only |
| | 2002 | 75,000 | | 123,606 | |
| | 2003 | 75,000 | | 118,244 | |
| | 2004 | 75,000 | 79,751 | 150,247 | |
| Output Measures | Year | Projected | Mid-Year | Actual | Notes |
| number of programs offered to female teenagers | 2001 | | | 6 | |
| | 2002 | 12 | | 687 | number represents number of female teenagers that participated on programming |
| | 2003 | 12 | | not a measure for 2003 | |
| | | | | | |
| Output Measures | Year | Projected | Mid-Year | Actual | Notes |
| Output Measures Number of youth served by the bike safety grant. | Year 2004 | Projected 10,000 | Mid-Year 5,095 | 11,898 | Notes |

| Quality Measures | Year | Projected | Mid-Year | Actual | Notes |
|--|------|-----------|----------|--------|--|
| participants satisfied with knowledge | 2001 | | | NA | Est. 75% satisfaction level |
| and professionalism of program providers | | | | | Did not measure in FY 2001, user survey began in FY 2002 |
| | 2002 | see note | | | Est. 75% satisfaction level |
| | 2003 | see note | | | |
| | 2004 | see note | | | In FY05, a revised Customer Service Survey needs to be prepared to provide updated information concerning public satisfaction levels with the programs. |
| | 2005 | see note | | | |
| Quality Measures | Year | Projected | Mid-Year | Actual | Notes |
| participants satisfied with | 2001 | | | NA | Est. 75% satisfaction level |
| programming efforts | | | | | Did not measure in FY 2001, began user survey in FY 2002 |
| | 2002 | see note | | 99% | Est. 75% satisfaction level |
| | 2003 | see note | | | |
| | 2004 | see note | | | In FY05, a revised Customer Service Survey needs to be prepared to provide updated information concerning public satisfaction levels with the programs. |
| | 2005 | see note | | | |